TV-TOOLS Digital Signage

Dynamic digital signage solution

▶ TV TOOLS

TV-TOOLS is at the heart of all your communication projects

Corporate TV, room booking, kiosks, scoring, digital signage, geolocation, RSS feed, streaming, internet, template management...

The operating principle

1 Creating and formatting your content

The **TV-TOOLS designer** module is a powerful tool for the creation and design of all your graphical content. It supports all image formats, animations or video files, and also enables the use of all resources linked to databases or the internet.

For easy broadcast management, TV-TOOLS allows you to create and use dynamic predefined templates. You can instantly modify your content via a dedicated, intuitive **web interface.**
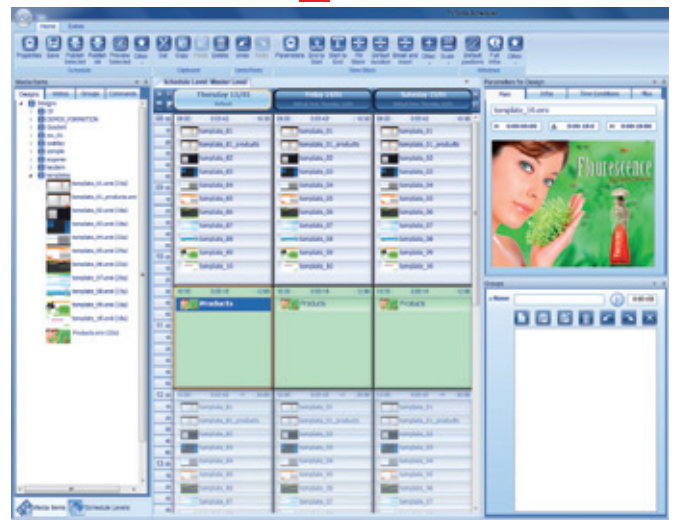

2 Broadcast scheduling

The new **TVT Scheduler** module allows you to plan and manage your content in the form of a calendar linked to a broadcast grid. All functions are accessible using simple drag and drop. **TVT Scheduler** can be stored on a shared local network or on a secure web server. It allows the simultaneous work of several users and the management of an unlimited number of structures for example national, regional, county, local...). Each grid is associated with content and then sent to the player(s).

3 Content player management

The **Player** will play the content received for each location. The **1080p Full HD Player** comes standard with Windows 7 Pro, and is designed for complex displays, allowing management of multiple independent areas on the screen, and providing a perfect flow of scrolling text.

TV-TOOLS: Digital signage solution for dynamic information

TV-TOOLS has been recognised in the world of local television for over twenty years. Our experience in channel and broadcast servers has allowed us to acquire a proven expertise in managing computer graphics elements, in control of all digital audio files.

Our expertise in graphics and audio forms the foundation of our digital signage offering. TV-TOOLS is now the most open and comprehensive device in terms of the multitude of file formats offered to users.

TV-TOOLS allows you to edit information in real time. An intuitive web interface ensures an immediate response and gives you simple control of your communication.

Adaptable solutions for any project or environment

Administration

- Display the organisation's goals
- Enhance the company image
- Update users on current events
- Bring the latest information to the users
- Meet expectations

CERN European Organisation for Nuclear Research - Geneva
• European Commission Headquarters Berlaymont building - Brussels
• Parliament of the Kingdom of Morocco - Rabat

Banking and insurance

- Inform clients of services
- Promote offers
- Strengthen marketing efforts
- Continuously provide timely and relevant information
- Reduce expected waiting times

Volksbank - Mittelhessen • BMCI - Group BNP Paribas - Maroc
• Bensberger Bank - Germany

Conferences and exhibitions

- Create events
- Inform, guide and direct
- Show room occupancy
- Advertise
- Optimise flow of queues

CFK Railway Museum • Porsche Experience Centre - Silverstone Circuit • Nausicaa - Centre National de la Mer in Boulogne

A dynamic system for updating your content

Wherever you are, TV-TOOLS dynamically aggregates data from multiple sources. The data can be stored locally in a network share or a URL for HTTP or HTTPS.

Data can be displayed as text or text calendar, delimited text, RTF, Excel, RSS feed, XML, Access or SQL database, Exchange Calendar, Google Calendar, Lotus Notes, iCalendar as well as sub directory structures.

Corporate

- Display the latest company news
- Connect any company's different systems
- Dynamically present products and services
- Educate employees
- Promote company events

Sanofi / Aventis • Audi AG - Ingolstadt • Sotherby's - London

Education

- Keep students up to date in real time
- Announce events and activities
- Communicate results
- Inform staff
- Display emergency procedures

Cass Business School - London • Université du Littoral-Côte d'Opale
• Scuola Universitaria Professionale della Svizzera Italiana Lugano

Hospitality

- Display menus (canteens, restaurants)
- Show occupancy of meeting rooms
- Inform about infrastructure and services
- Direct customers
- Broadcast an internal television channel

The Westin Grand - Munich • French Navy aircraft carrier "Charles de Gaulle" • Pullman Hotel - Madrid
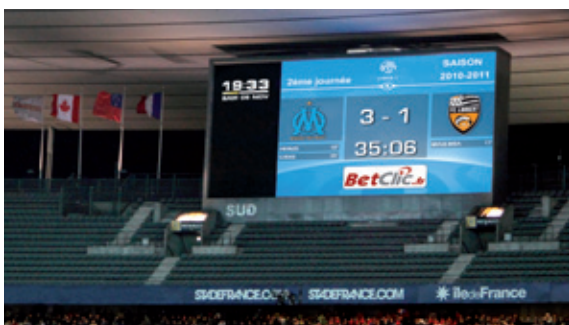
Retail

- Promote products
- Raise customer awareness of available products and services
- Advertising
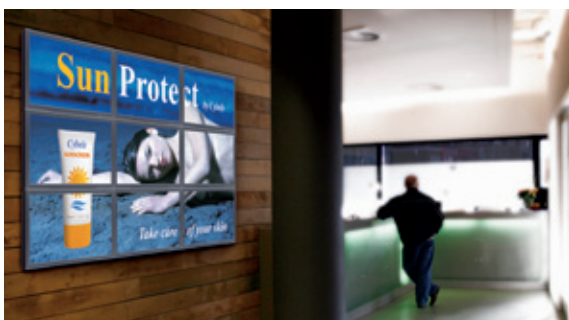- Manage interactive terminals
- Direct customers (way-finder)

Goedert AutoCenter - Luxembourg • Stücki Shopping Centre - Basel • Odysseum - Montpellier

Stadia and theme parks

- Manage scoreboard displays
- Provide directions
- Advertising
- Direction information and advertising to VIP lounges
- Display shop promotions

Commerzbank-Arena - Frankfurt • Ferrari World - Abu Dhabi • Stade Vélodrome - Marseille

Health

- Inform patients and visitors
- Visitors' guide
- Display information in waiting rooms
- Broadcast an internal television channel

Chelsea Westminster Hospital - London • Princess Grace Hospital ULMS - Monaco • Ente Ospedaliero Cantonale - Switzerland
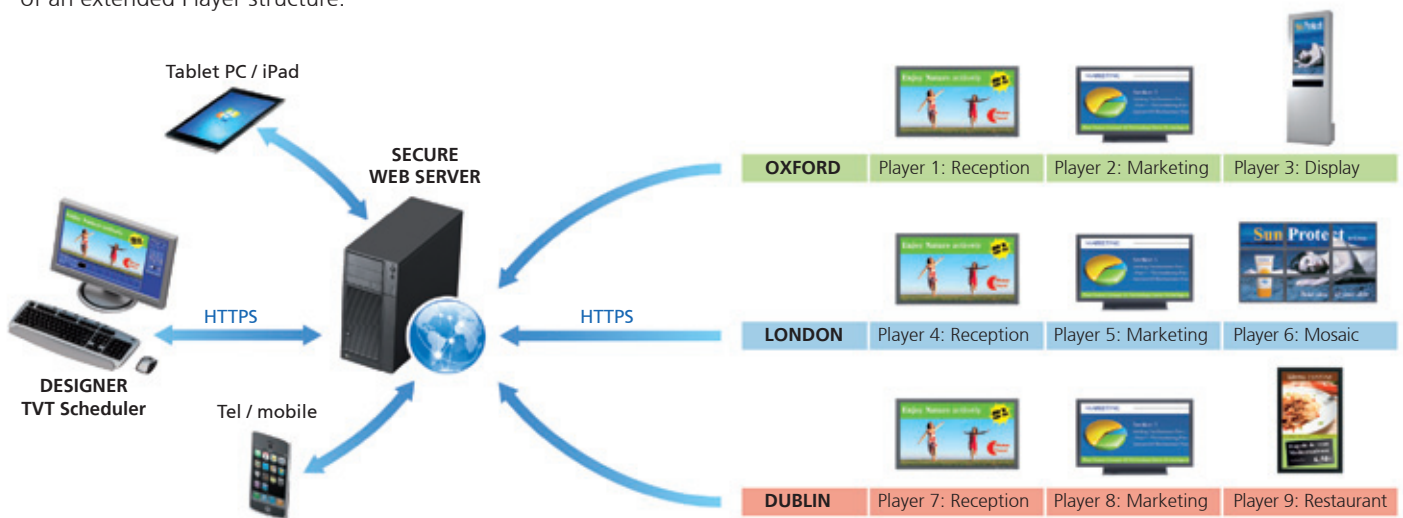
Workflow

As part of a **collaborative** work style, TV-TOOLS allows multiple contributors using a login and password system. The various participants are able to amend and update the information, depending on their level of access. The predefined templates can also be updated through the web interface accessible from your browser.

1. USER	Performs data entry and the updating of the database
2. CONTROLLER	Checks and approves the updates
3. MODERATOR	Validates the updates made by the user, and creates and manages schedules and templates.

1. USER	2. CONTROLLER	3. MODERATOR

Network structure

The **Everywhere Manager,** installed locally or in terminal mode, allows you to monitor communications with the **Everywhere Server**. Based entirely on the HTTPS protocol, you can manage and monitor (in real time) the uploads to a global infrastructure, of an extended Player structure.

Tablet PC / iPad

SECURE
WEB SERVER

DESIGNER
TVT Scheduler

HTTPS

HTTPS

Tel / mobile

OXFORD	Player 1: Reception	Player 2: Marketing	Player 3: Display
LONDON	Player 4: Reception	Player 5: Marketing	Player 6: Mosaic
DUBLIN	Player 7: Reception	Player 8: Marketing	Player 9: Restaurant

Windows OS

The TV-TOOLS Player solution is based on the Windows PC platform. The major advantages are:

• Broadcast autonomy: the data is loaded on the Player's hard disk drive; this includes RSS feeds, web pages and SQL databases, freeing the network and preserving bandwidth.

• Local data and graphic processing: the dual core processor and dedicated graphic processor allow for the highest graphic quality and smoothest transitions, unachievable with dumb terminals or set-top boxes.

• A true Windows operating system: advanced compatibility with all recent hardware, native IE browser, automatically includes all plugins and official Microsoft PowerPoint viewer.

• TV-TOOLS utilises uncompressed media resources unlike PowerPoint or Flash. It supports files in their native formats (jpeg, tga, wmv, mp3, avi, etc.) Rendering is done in real time on the Player and only new or modified elements are downloaded.